

Entering the European cosmetics market

Training for export promotion, marketing and company development advisors in Tunisia

Training dates:	12th September 2017
Training location:	Maison de l'Exportateur, Workshop room first Floor, Tunis
Training language:	English, <u>without translation</u>
Target group of the training:	All persons of BSOs, international advising institutions, private advising institutions wanting to learn and discuss more about how to approach the cosmetics market of the EU. Participants must speak English.
Deadline for registration:	08th September 2017
Participation fees:	Free for all participants.
Trainer:	Robbie Hogervorst, Expert on cosmetic sourcing at "ProFound – Advisors in Development"

Exclusive training for export promotion, marketing and company development <u>advisors</u>		
Time	Topic	Format
<u>09.00-09.15</u>	Introduction by CEPEX & IPD	
<u>09.15-10.30</u> Tunisia in the European cosmetics sector	Introduction to the European cosmetic sector and its requirements: Final cosmetic products vs. ingredients market – segments and categories	Presentation
	How do Tunisian products fit into the European cosmetics market – now and in the future?	Workshop
	What are the components of a promotion strategy?	Presentation
<u>10.30-10.45</u>	Coffee break	
<u>10.45-12.00</u> Coming to a Tunisian message	<ul style="list-style-type: none"> ❖ What are key characteristics of Tunisia and its products? ❖ What characteristics are attractive to European buyers and consumers? ❖ How can we fit the characteristics into a promotion message? 	Workshop
<u>12.00-13.00</u>	Lunch break	

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<u>13.00-14.15</u> Attractive participation at a cosmetics trade fair	Trade fair selection ❖ Which trade fairs are interesting for Tunisia? ❖ Which fair fits Tunisia best?	Presentation & Workshop
	Company and product selection for an attractive mix	Workshop
	The promotion mix: Country, company and product	Workshop
<u>14.15-14.30</u>	Coffee break	
<u>14.30-16.00</u> Supporting cosmetic companies	Before the fair: ❖ Ensuring basic requirements are met ❖ Aligning promotion ❖ Supporting company differentiation (Product, brand, segment) ❖ No-go's in communication (terminology, imagery)	Presentation
	Support at the trade fair: ❖ Direct support to companies ❖ Documenting business contacts ❖ Supporting promotion efforts (events, workshops, labs)	Presentation
	Support after the trade fair: ❖ Market consolidation efforts	Presentation
<u>16.00-17.00</u> Action planning	❖ What could be the Tunisian strategy? ❖ What are actions to be taken?	Workshop